


COUNTY OF LOUDOUN
DEPARTMENT OF BUILDING AND DEVELOPMENT
MEMORANDUM

DATE: October 12, 2010

TO: Loudoun County Planning Commission

FROM: Amy Lohr, Planner, Zoning Administration 

SUBJECT: **October 13, 2010—Planning Commission Work Session**
ZOAM 2009-0003, Sign Regulations, and ZOAM 2010-0002, Off-Site
Directional Signs

If possible, please bring the Staff Report for the October 6, 2010, Planning Commission Public Hearing to the work session.

ZOAM 2009-0003—Outstanding Issues Identified in the October 6, 2010, Planning Commission Public Hearing Staff Report

1. *Revisions to Section 5-1201, Purpose [Attachment 1]*

Staff generally concurs with the Signs Sub-Committee Recommendation regarding this section, but recommends deleting the text reading: "Loudoun County recognizes that signs are a necessary form of communication and will strive to provide clear and consistent rules and regulations and an efficient and effective means of administering and enforcing sign regulations." All sections of the Zoning Ordinance are intended to provide clear and consistent regulations and staff does not see the need to state this specifically for signs. Additionally, staff recommends either deleting or moving the following sentence: "Careful control of signage can protect the general welfare and safety of individuals and property values, support economic vitality and viability, and enhance Loudoun's communities overall." Staff finds the language to be somewhat repetitive of the earlier sentences, but should the Planning Commission decide to retain this language, staff suggests it be inserted after the first sentence of the paragraph.

2. *Revisions to Section 5-1202(E), Alternative Sign Regulations [Attachment 2]*

The Signs Sub-Committee recommends establishing the "Sign Development Plan" as a new application type that would permit alternative sign regulations to be requested. A "Sign Development Plan" would be defined as "a graphic representation showing a detailed plan of all signage proposed for a particular structure, lot, or development" and processed as a special exception application. While the Sub-Committee endorses the new process, they were not able to reach full consensus on whether to allow any type of new sign category to be

requested as part of this process. Commissioner Maio suggests that the additional categories be limited to neon signs and electronic/digital signs. In the context of the current proposal, staff recommends allowing any type of new sign category to be requested with a Sign Development Plan.

3. *Murals/Artistic works [Attachment 3]*

The Signs Sub-Committee discussed adding definitions for “Artistic Works” or “Sign, Artistic Works/Wall Murals.” The definitions were originally considered for the purpose of ensuring that murals or other artistic works would not be construed as signs. Concerns arose over freedom of expression, as well as the content and context in which such artistic works might appear in the County. Hence, the Sub-Committee did not arrive at a recommendation on this matter.

Artistic works examples were included in the October 6, 2010, staff report. The works do not contain a commercial message and have not been treated as signs or required to meet any requirement of the Sign Regulations. At this time, staff recommends that no definition be added to Article 8.

4. *Recommendations to the Board of Supervisors [Attachment 4]*

The Signs Sub-Committee has developed a set of recommendations concerning issues outside the direct purview of the ZOAMs. Staff requests the full Planning Commission review these recommendations and, should the Commission choose to make a formal recommendation, staff can forward it to the Board of Supervisors as part of this process.

ZOAM 2009-0003—Minor Clarifications/Edits Identified by Staff

1. *Revisions to Section 5-1202(E), Alternative Sign Regulations [Attachment 2]*

The revisions to this section propose to add a requirement for a statement of justification, which must be included with the submittal of a Sign Development Plan application. The draft text [p. A3] currently reads: “In addition, Sign Development Plans shall include the following materials: (1) A statement of justification addressing how the proposed sign(s) meet the following criteria:”

To be consistent with language currently used in Article 6 with regard to review criteria, staff suggests the draft text be revised to read: “In addition, Sign Development Plans shall include the following materials: (1) In considering a Sign Development Plan, the following factors shall be given reasonable consideration. The applicant shall submit a statement of justification, addressing whether the proposed sign(s):”

2. *Revisions to the Sign Requirements Matrix, Sign Category (3)(a), Entrance Signs and (3)(b) Project Identification Signs [Attachment 5]*

Under the existing Sign Requirements Matrix, the type of entrance sign permitted for commercial uses is either "freestanding" or "ground mounted." Freestanding is a broader sign type referring to all types of signs not affixed to a building, including pole mounted, monument and ground mounted signs. Specifically, entrance signs in the PD-CC(NC), PD-CC(CC), PD-TC, PD-TRC, PD-TREC, PD-MUB, PD-RV, PD-CV, PD-CC(SC) and PD-CC(RC) districts are currently permitted to be freestanding. Certain specific uses are also permitted to have freestanding entrance signs including office uses in a freestanding building, hotels, motels, conference centers, movie theatres, and flex industrial/light industrial/warehouse uses. Development entrance signs in the PD-OP, PD-RDP, PD-IP and PD-GI districts are currently permitted to be ground mounted only.

Under the proposed Sign Requirements Matrix [p. A10], all entrance sign categories have been combined into one category [(3)(a) entrance signs], with the exception of the movie theatre entrance sign category which remains. Under the proposed entrance sign category, the type permitted is ground mounted. Similarly, under the proposed project identification sign category [(3)(b)], the type permitted is ground mounted.

Under the proposed entrance sign category (3)(a) [p. A10], staff recommends keeping the permitted sign type as ground mounted. Under the proposed project identification sign category (3)(b), staff recommends changing the permitted sign type from ground mounted to freestanding and revising the proposed Article 8 definition accordingly. Alternatively, should the Planning Commission want to offer greater flexibility, both entrance and project identification signs could be freestanding.

3. *Revisions to the Sign Requirements Matrix, Sign Category (4)(c), Building ID/Tenant Signs-Office Buildings, Hotels, Motels and Conference Centers [Attachment 5]*

Under the existing Sign Requirements Matrix, one sign is permitted per façade for building ID signs and the name/message of signs on each façade must be the same. Under proposed category (4)(c), one or two signs are allowed per façade, but no more than four total per building and the name/message may differ [p. A10]. The maximum area of any one sign is 1 square foot per 100 square feet of building façade. If two signs are proposed on a facade, the two signs would not have to split the area, each would be allotted 1 square foot per 100 square feet of building façade. Staff is supportive of this revision, but wanted to be clear about the permitted sign area and give the Planning Commission an opportunity to review the proposed text.

4. *Revisions to the Sign Requirements Matrix, Sign Category (4)(e) and (4)(f), Exterior Directories [Attachment 5]*

The proposed Sign Requirements Matrix includes two sign categories for exterior directories [p. A11]. Similar to issue 2 above, the type of permitted sign is listed as “ground mounted.” Staff suggests this be revised to “freestanding.”

5. *Revisions to the Sign Requirements Matrix, Sign Category (7)(h), Ornamental Lamp Post Signs [Attachment 5]*

The current title of this sign category is “Ornamental Lamp Post Signs...” [p. A18]. The word “ornamental” is intended to refer to the banner which is placed on a lamp post, not the lamp post itself. Therefore, it is recommended that this sign category be renamed to “Lamp Post Signs...”. The additional requirements make clear that ornamental/seasonal banners may be placed on lamp posts.

6. *General Notes following the Sign Requirements Matrix, Note 3 [Attachment 5]*

Note 3 [p. A20] pertains to the maximum height column in the matrix and currently reads: “The maximum height column does not apply when ground mounted bonus’ are obtained. Use the maximum height column for Ground Mounted Background Structure.

Because “roofline” is often indicated as the maximum height for building mounted signs, staff wanted to clarify that signs could be placed on a screening wall or below the trusses of a gabled roof.

Note 3 [p. A20] has been revised to read: “The maximum height column does not apply when ground mounted bonuses are obtained. Use the maximum height column for Ground Mounted Background Structure. For the purpose of locating building mounted signs, no part of the sign shall extend above or beyond the perimeter of the screening wall to which it is attached. No screening wall shall be constructed for the sole purpose of sign placement.”

Staff is reconsidering the second part of this note concerning the construction of a screening wall for the sole purpose of sign placement and would like to discuss this further with the Planning Commission.

ZOAM 2010-0002—Outstanding Issues Identified in the October 6, 2010, Planning Commission Public Hearing Staff Report

ZOAM 2010-0002 proposes to add off-site directional signs for religious assembly and civic uses. Pursuant to the adopted resolution of intent to amend, draft language was developed by staff. A sign category has been added under Table 5-1204(D)(7), Miscellaneous Signs, to allow off-site directional signs for religious assembly, civic and private non-profit organizations to be placed on private property. [p. A19] A related definition for “Sign, Directional, Off-Site” is also proposed: “Signs providing directions to a specific use, not located on the property or within the development to which such sign identifies.”

The action item for this amendment states that churches who meet in schools or other facilities have been impacted by the Volunteer Sign Pick-up Program. Signage directing citizens to these uses were commonly placed in the right-of-way, and therefore removed by County staff and citizen volunteers. It is important to note that directional signs placed in the right-of-way will continue to be removed so long as this program is in place. The goal of this amendment is to allow off-site directional signs to be placed on private property.

While staff understands the issue facing religious and civic groups, staff has two primary concerns with this amendment. First, the amendment offers off-site signs only to certain users in the County. Commercial users commonly request off-site signs, and this amendment gives preferential treatment to religious assembly, civic and private non-profit organizations. Second, the recurring use of a school or other building for the weekly meetings of a religious assembly use constitutes another principal use of the site and is subject to all applicable zoning regulations. For example, a religious assembly use would need to be permitted in the zoning district, identified on an approved site plan and have a valid zoning permit for the use. Staff is concerned that uses which have located in the manner described in the action item may not be fully compliant with the Zoning Ordinance, in which case, it is not be appropriate to allow signage for these uses.

Additionally, The Signs Sub-Committee reviewed the draft language and identified a number of issues with the draft text:

- If the maximum number of signs is two, consider requiring a minimum distance between signs for the same use/event.
- In the additional requirements, clarify what shall constitute a change in direction for placement of these signs.
- In the additional requirements, narrow the use/event for which a sign is allowed.
- Consider placing a distance requirement between the off-site signs allowed and the use/event it describes.
- Consider allowing signs on commercially zoned properties only.
- Consider limiting the total number of signs to one per lot to prevent a proliferation of multiple use/event signs on a single parcel.

Since the public hearing, staff has reviewed the *Code of Virginia*, Title 33.1 - *Highways, Bridges and Ferries*, Chapter 7 - *Outdoor Advertising in Sight of Public Highways* for guidance.

§ 33.1-355. Excepted signs, advertisements and advertising structures states:

The following signs and advertisements, if securely attached to real property or advertising structures, and the advertising structures, or parts thereof, upon which they are posted or displayed are excepted from all the provisions of this article save those enumerated in §§ 33.1-353, 33.1-356, 33.1-360, subdivisions (2) through (13) of § 33.1-369 and §§ 33.1-370 and 33.1-375:

(9) Signs or notices containing two square feet or less, placed at a junction of two or more roads in the State Highway System denoting only the distance or direction of a church, residence or place of business, provided such signs or notices do not exceed a reasonable number in the discretion of the Commonwealth Transportation Commissioner;

It may be appropriate for ZOAM 2010-0002 to mirror section 9 above. Should the Planning Commission agree with this approach, staff can draft language and present it at a future work session.

Additionally, as noted by Commissioner Austin, off-site directional sign standards exist for wayside stands and may be useful. See page A8.

Requests for additional information were made by the Planning Commission at the October 6, 2010, public hearing. Staff offers the following in response to these requests:

Summary of June 3, 2010, Public Input Session (Commissioner Robinson)

Please see Attachment 6.

Sidewalk Signs (Commissioner Robinson)

The Sidewalk Sign Category [p. A16] provides one sidewalk sign per tenant with a maximum area of six square feet, a maximum height of three feet, no illumination and the following additional requirements: "Sidewalk signs shall be placed no more than 5 feet from the front door of the business to which the sign pertains. A 4-foot unobstructed space shall be maintained on the sidewalk in front of the business."

It was asked whether sidewalk signs should be proportional to the size of the sidewalk. Staff is agreeable to adding a minimum width for the sidewalk, or other parameter.

Average Length of a Comprehensive Sign Plan (Commissioner Robinson)

While this data has been compiled, staff is still in the process of analyzing it to determine the average length of time a Comprehensive Sign Plan is under review and how the proposed sign regulations may affect the length of time under review.

Minor Special Exception vs. Special Exception (Commissioners Robinson, Maio and Austin)

For Minor Special Exceptions, reviewing agencies have 15 calendar days to prepare a staff report which sets out in writing its comments and recommendations regarding the application. A duly

noticed public hearing shall be held by the Board of Supervisors and a decision made by it within 90 calendar days of the date on which the application was accepted. Minor special exceptions do not require a public hearing by the Planning Commission.

For Special Exceptions, referral comments shall be forwarded to the applicant within 45 calendar days from acceptance of the application. The applicant shall respond within 15 calendar days. If new information is received, a second referral shall be completed by the reviewing agencies within 30 calendar days and the timeline shall be extended by 45 days. Prior to decision by the Board of Supervisors on a special exception, a public hearing and recommendation shall be made by the Planning Commission. A duly noticed public hearing shall then be held by the Board of Supervisors and a decision made by it within 90 calendar days of the date on which the application was accepted.

These timeline provisions are summarized from Section 6-1300. In the case of Special Exceptions, staff notes that while a decision is prescribed within 90 days from the date an application is accepted, this timeline is frequently extended due to advertising lead times between the two required public hearings. Additionally, the timeline is suspended if the applicant response time exceeds 15 calendar days, which frequently occurs.

Matrix Format (Commissioner Robinson)

Staff has retained the matrix format for two reasons. First, the amendments and the related intent to amend deal specifically with commercial sign regulations. In order to dismantle the matrix, all the regulations would have to be rewritten and the general notes at the end of the matrix would have to be repeated numerous times. Staff did not think this would be in keeping with the intent to amend. Second, during the review of the amendments, it became clear that many sign categories could be combined, lessening the complexity and length of the matrix, particularly in existing Section (3). For these reasons, the matrix format has been retained.

Amendment to Existing Sign Plans/Delegation of Review to Staff (Commissioners Robinson, Klancher and Maio)

The Signs Sub-Committee and staff discussed possible administrative review of amendments to sign plans. However, the majority of requests deemed suitable for administrative review by the Signs Sub-Committee (such as font changes/color changes/minor reconfigurations that are in substantial conformance with the approved sign plan) are already permitted to be altered at the time of zoning permit. Therefore, a formal administrative review process was not included in the proposed regulations.

Additional Background Regarding Zoning Issues and Off-Site Signs (Commissioners Klancher and Maio)

In regard to the amendments to add off-site directional signs, additional background was requested on the issue of potentially discovering uses that are not operating in compliance with

the zoning ordinance. With few exceptions, Section 6-701 requires a site plan for development of all uses in the commercial districts, all uses in the industrial districts, non-residential uses in the AR-1 and AR-2 districts, and all uses in the residential districts. Additionally, Section 6-1000 states that no building shall be occupied and no change in use or non-residential tenancy shall commence unless a zoning permit has been issued. Finally, Section 5-500 includes provisions for temporary uses, including construction related temporary uses, temporary sales and special events. All other uses are considered permanent uses, and are subject to all provisions of the Ordinance.

Statement of Justification Criteria—Impact to the Night Sky (Commissioner Klancher)

It was asked how an applicant would address one of the proposed statement of justification considerations—address impact to the night sky. Staff would expect discussion on how glare and reflection are limited, which might include methods such as fully shielded, cut-off and downward directed lighting where appropriate. Additionally, an applicant could propose solar cell powered lights and timers for lighting.

Section 5-1203(B), Removal of Signs (Commissioner Klancher)

It was asked whether the County has authority under the *Code of Virginia* to remove signs. Staff has requested County Attorney input on this issue.

Sign Enforcement Issues (Commissioner Maio)

Once a notice of violation has been issued, the *Code of Virginia* specifies that no fine shall be issued until the appeal period has expired, i.e. 30 days. However, the *Code*, in § 15.2-2286.A.4. authorizes a 10-day appeal period as follows:

Notwithstanding the provisions of § 15.2-2311, a zoning ordinance may prescribe an appeal period of less than 30 days, but not less than 10 days, for a notice of violation involving temporary or seasonal commercial uses, parking of commercial trucks in residential zoning districts, maximum occupancy limitations of a residential dwelling unit, or similar short-term, recurring violations.

A 10-day appeal period would allow for fines to be issued in a timelier manner. Adoption of a 10-day appeal period would require a zoning ordinance amendment. However, given the current 30-day appeal period for all notices of violation, staff is unsure how to further address the enforcement issues that have been raised.

Economic Development Initiatives for Small and/or Rural Businesses (Commissioner Maio)

Staff recommends this be discussed in conjunction with Recommendations to the Board of Supervisors. See Attachment 4.

**Statutory Authority to Add New Sign Categories via the Special Exception Process
(Commissioner Austin)**

It was asked whether the *Code of Virginia* allows the County to adopt a process where new sign categories, not otherwise listed in the Sign Regulations, are requested by special exception. Staff has requested County Attorney input on this issue.

Public Comment submitted in reference to the October 6, 2010 public hearing is included as Attachment 7.

Attachments

Number	Description	Pages
1	Revisions to Section 5-1201, Purpose	A1
2	Revisions to Section 5-1202(E), Alternative Sign Regulations	A2—A4
3	Draft definitions related to murals/artistic works	A5—A6
4	Signs Sub-Committee Recommendations to the Board of Supervisors	A7
5	Revisions to the Sign Requirements Matrix	A8—A20
6	Public Input Log, 6/3/10 Meeting	A21—A22
7	Public Comment submitted for October 6, 2010, Public Hearing	
	a. Gladys Lewis	A23—A25
	b. Tony Howard	A26—A31
	c. Patricia Wirth	A32—A34
	d. Jeff Nein	A35
	e. C. Keith Wallace	A36

Division C: Sign Regulations

Section 5-1200

Sign Regulations.

5-1201

Purpose. The visual environment has an effect on and is an important element in safeguarding life, health and property and in preserving the natural beauty, historic and cultural attributes, unique character and attractiveness of communities. The intent of this section, therefore, is to establish well-designed signage that contributes in positive ways to Loudoun County's visual environment while expressing local character and helping to develop a distinctive image of the County. Loudoun County recognizes that signs are a necessary form of communication and will strive to provide clear and consistent rules and regulations and an efficient and effective means of administering and enforcing sign regulations. It is determined that ~~the primary purposes of signage regulations are~~ (1) to help people find a location what they need without difficulty or confusion, and (2) to clearly identify places of business and communities without adverse impact on the visual character of an area. Careful control of signage can protect the general welfare and safety of individuals and property values, support economic vitality and viability, and enhance Loudoun's communities overall. Signs are to be considered accessory components of an overall composition of architectural elements, not as dominant architectural elements by themselves. They are subordinate to the structures and land use functions they reference. Thus, while not restricting the freedom of expression, regulations are hereby established for controlling the number, design, and location of signs, for treating similar types of signs consistently, and for preventing an overload of graphic messages or displays in the environment of Loudoun County. Signs are subordinate to the structures and land use functions they reference. Signs are to be considered accessory components of an overall composition of architectural elements, not as freestanding or dominant architectural elements by themselves. This Section establishes standards for the location, design, construction, installation, erection, display, and safety, and maintenance of signs, which are intended to convey graphic messages; encourage the general attractiveness, historic quality, and unique character of Loudoun County, and protect property values therein. More specifically, while not restricting freedom of expression, regulations are hereby established for: (1) Assuring compatibility of signs with land uses, (2) Promoting orderly, attractive and effective signage, (3) Establishing the type, number, physical dimensions, design and location of signs, (4) Treating similar types of signs consistently, and (5) Minimizing competing demands for visual attention to graphic messages or displays by preventing and reducing visual clutter.

5-1202

General Provisions.

- (A) **Signs Prohibited.** Signs with any of the following characteristics are prohibited:
- (1) **Other than on property or structure to which it directs attention.** Is located anywhere other than on the property or structure to which it directs attention or to which it is appurtenant, except (a) any sign erected or maintained by or under the supervision of county or other governmental authority

or the Virginia Department of Transportation, and (b) any other off-site sign which is specifically provided for in this article.

- (2) **Outlines any building or sign with neon or other permanent lights.** Outlines any building, sign, or part thereof with neon or other permanent lights, except as permitted with the approval of a Sign Development Plan.
 - (3) **On trees, fences, public utility pole, etc.** Is fastened, placed, painted, pasted or attached in any way to, in or upon any tree, fence, public utility pole, rock, curbstone, sidewalk, lamp post, hydrant, bridge, highway marker or another sign, except as otherwise permitted in Section 5-1204(D), Sign Requirements Matrix, or except ~~such~~ as may be (a) required by law, (b) so placed by a duly authorized governmental agency, (c) so placed not as an advertisement, but as a warning against hunting, fishing or trespassing, ~~(d) not visible from any public road,~~ (de) a farm sign, and (ef) a residential name sign.
 - (4) Illuminated signs which reflect or cast glare, directly or indirectly, on any public roadway or adjacent property.
 - (5) Balloons, banners, pennants or inflated devices ~~with the intent to draw attention to a place of business,~~ unless otherwise permitted ~~as a "Temporary Sign",~~ in Section 5-1204(D), ~~The~~ Sign Requirements Matrix.
- (B) **Signs Permitted.** Only signs as listed or otherwise provided for in Section 5-1204(D), Signs Requirements Matrix, shall be permitted, and these shall be subject to such regulations as are specifically set forth in each case and to all other regulations in this ordinance. No other signs shall be permitted, unless approved pursuant to a Sign Development Plan, as set forth in Section 5-1202(E).
- (C) **Nonconforming Signs and Removal.** Any sign lawfully in existence at the time of the effective date of this ordinance may be maintained although it does not conform with the provisions of this ordinance, except that any such nonconforming sign, which was required to be removed under the prior ordinance, shall be removed.
- (D) **Traffic Hazards.** No sign shall be located or illuminated in such a manner as, in the opinion of the Zoning Administrator, to cause a traffic hazard. ~~Where a permit is required, the permit shall not be issued until the location and illumination, if any, of the sign are approved by the Zoning Administrator.~~
- (E) **Alternative Modification to Sign Regulations.** Alternative sign regulations, including additional sign categories not listed in Section 5-1204(D), Sign Requirements Matrix, may be requested with the submission of a Sign Development Plan. Requests for Sign Development Plans shall be made in accordance with the procedures for

a Special Exception application as set forth in Section 6-1300. In addition, Sign Development Plans shall include the following materials Requests for modifications of the sign regulations may be done in accordance with the regulations set forth below:

- (1) ~~Modifications to Sign Regulations for Planned Development (PD) Districts Only.~~ Modifications to the sign regulations may be made in accordance with Section 6-1504 during a rezoning to Planned Development (PD) Districts. Any modifications to the sign regulations, subsequent to a rezoning to PD Districts may be done in accordance with Section 6-1511(B).
- (2) ~~Modification to Sign Regulations for Unified Non-Residential Developments.~~ Modifications to the sign regulations for Unified Non-Residential Developments may be done concurrently as part of a zoning map amendment application in accord with Section 6-1200 or at any time other than as part of a zoning map amendment with Minor Special Exception approval by the BOS in accord with the provision of Section 6-1300 applicable to Minor Special Exceptions.

Each use in a unified non-residential development may have an individual sign of any size sign area, and any number of signs so long as the total aggregate sign area for each such use does not exceed that permitted in Section 5-1204(D) of the ordinance for the particular use. However, if no total aggregate sign area is specified in Section 5-1204(D) for a particular use located in a unified non-residential development or, if the total aggregate sign area is measured as a function of total linear feet of frontage, then such use cannot be included in a comprehensive sign plan for a unified non-residential development.

- (3)(1) A statement of justification addressing how the proposed sign(s) meet the Submission Requirements. A request for sign modifications shall include the submission of a Comprehensive Sign Package that clearly addresses how the proposed requirements satisfy the public purpose to an equivalent degree. The Comprehensive Sign Package shall include, as a minimum, the following criteria:

- (a) Assist motorists, bicyclists and/or pedestrians in finding a location without difficulty or confusion A statement of justification;
- (b) Clearly identify places of business or communities, while avoiding unnecessary redundancy;
- (c) Demonstrate compatibility with and are subordinate to the related structures and land uses the signs reference;
- (d) Address impact to the night sky;

(e) Incorporate energy efficient measures, where possible; and

(a)(f) Provide a sufficient number of graphic messages or displays without creating competing demands for visual attention.

(b)(2) A comparison chart of the proposed sign regulations in relation to the ordinance regulations;

(e)(3) Each of the various sign types proposed, including directional and informational signs, if any, to include the design, materials, colors, and illumination, to be used to achieve a complementary system of signs and graphics; and

(d)(4) A sign mapplan, depicting the location of the various proposed sign types.

5-1203

Administration and Enforcement.

(A) **Sign Permits.** No sign, with the exception of "Government Signs/Official Notices", "Historical Markers", "Danger, Aviation, Railroad, Bridge, Ferry Transportation, Red Cross, and Other Similar Signs", "Hunting, Fishing or Trespassing Signs", and "Residential Name Signs", "Window or Display (Non-Business) Signs" and "De Minimis Signs" shall be erected without first obtaining a sign permit from the Zoning Administrator. No such permit shall be issued unless a fee, if required, and as set by the Board of Supervisors, is paid and unless the proposed sign conforms to with the requirements of this ordinance.

(B) **Removal of Signs.** Whenever a sign becomes structurally unsafe or endangers the safety of a structure or premise or the public, or is erected or maintained in violation of this ordinance, the Zoning Administrator shall order such sign to be made safe or comply with the ordinance, as the case may be, or be removed. Only one such order shall be sent by registered mail, return receipt requested, to the owner of the land on which the sign is located and the violator who is responsible for the sign. Within five working days of the receipt or refusal of the order, the owner or violator must correct the sign based on the Zoning Administrator's order. The Zoning Administrator may grant one extension, not to exceed ten (10) working days, based on written justification for the need of an extension. Failure to comply shall constitute grounds for the Zoning Administrator to issue a civil summons pursuant to Section 6-504 and to take other appropriate actions to have the sign removed.

5-1204

Sign Requirements.

(A) **Sign Requirements Matrix Contents.** Signs shall be permitted in accordance with the Sign Requirements Matrix set forth in Section 5-1204(D) which governs the following: 1) maximum aggregate sign area; 2) maximum number of signs; 3) maximum area of any one sign; 4)

application, Preliminary or Final Site Plan application, which has been officially accepted by the County and which is not an inactive application or has not been withdrawn or has not received a final decision.

Application, Inactive: Any Zoning Map Amendment application, Zoning Modification application or Concept Plan Amendment application officially accepted by the County for processing but which has had processing suspended either by request of the applicant or by having no contact or activity occur in regard to the application by the applicant for a period of twelve months, or any Special Exception application, Preliminary or Final Site Plan application, Preliminary or Final Record Plat application officially accepted by the County for processing but which has had such processing suspended either by request of the applicant or by having no contact or activity occur in regards to the application by the applicant for a period of six months.

Application, Reactivated: Any Zoning Map Amendment application, Zoning Modification application, Concept Plan Amendment application, Special Exception application, Preliminary or Final Record Plat application, Preliminary or Final Site Plan application which was classified as inactive which the applicant subsequently notifies the County in writing of their desire to have the application brought to final decision.

Arboretum: A place where trees, shrubs, or other woody plants are grown, exhibited or labeled for scientific, educational, or passive recreational purposes, not including the harvest of plants or their produce.

Arborist or Urban Forester: A person trained in arboriculture, forestry, landscape architecture, horticulture, or related fields and experienced in the conservation and preservation of native and ornamental trees.

Art gallery: A room or series of rooms where works of art are exhibited for display or sale.

Art studio: The workshop of an artist, writer, craftsman, or photographer, but not a place where members of the public come to receive instruction on a more than incidental basis or to sit for photographic portraits.

Artistic Works: Artistic works including wall murals, pictorial presentations, or illustrations affixed to a building or structure. Such artistic works may contain text and shall not be considered signs provided they contain no advertising or commercial message.

Auction house: A place where the property of others, such as objects of art, furniture, and other goods (except livestock), are offered by a broker or auctioneer for sale to persons who bid on the items in competition with each other at scheduled sales periods or events.

Automobile Car Sharing Agency: A motor vehicle sales and accessory service lot use that provides vehicles shared by its members as a means to supplement mass transit facilities.

Automobile Service Station: Buildings and premises where gasoline, oil, grease, batteries, tires and automobile accessories may be supplied and dispensed at retail as a principal use and where, in addition, the following services may be rendered and sales made, and no other.

- a. Sale and servicing of spark plugs, batteries, and distributor parts.
- b. Tire sales, servicing and repair, but not recapping or regrooving.

including any frame or other material or color forming an integral part of the display or used to differentiate the sign from the background against which it is placed, wall work incidental to its decoration, but excluding the area of the structural sign supports or uprights on which the sign is placed, unless such supports are used to attract attention. In the case of a ground mounted sign utilizing the bonus multiplier for the background structure, the permitted increase in area of the background structure is not counted as the area of the sign. In the case of a sign where lettering appears back to back, that is, on opposite sides of a sign, only one display face shall be counted in the area of the sign. the area of the sign will be considered that of only one side. In the case of a sign made up of individual letters, figures, words, or designs, the spaces between the same shall be included.

Sign, Artistic Works/Wall Murals: Artistic works including murals, pictorial presentations, illustrations, or decorations that may be provided on the facades of buildings and structures. Such artistic works may extend to the edges of the building or structure wall. Additionally, such artistic works may contain text and shall not be considered signs provided they have no tenant advertising. Artistic works and murals may be permanent or semi-permanent either painted or applied vinyl graphics that bond to the building façade to resemble paint.

Sign, Awning and Canopy: A sign that is mounted, painted, affixed, or otherwise attached to an awning or canopy.

Sign, Background: The surface on which a sign is mounted, painted, affixed, or otherwise attached, as determined by computing the entire area within a single geometric form that encloses the background, including the area of the sign.

Sign, Backlight: An illuminated sign, where the source of illumination is located on the back of the sign or on the interior of an enclosed sign.

Sign, Banner: Cloth, paper, vinyl, bunting or the like, intended to be hung either with or without frames. Governmental flags or symbolic flags shall not be considered banners for the purpose of this Ordinance.

Sign Bonus Multiplier: An increase in the area of the sign by a multiplier for ground mounted signs, but in no case shall the total aggregate area of signs exceed the maximum allowed for the specific use.

Sign, Building Façade for Determining Size of: The entire area of an exterior wall of a building within a continuous perimeter. See Figure 5.

Sign, Building Frontage for Determining Size of: The length of a wall of a building which physically encloses usable interior space and which is the architecturally designed wall that contains the main entrance for use by the general public. Said frontage shall be measured at a height not greater than ten feet above grade.

Sign, Building Mounted: A sign that is mounted, painted, affixed, or otherwise attached fastened to or painted on the wall of a building or structure, in such a manner that the wall becomes the supporting structure for, or forms the background surface of the sign.

Sign, Business: A sign which identifies directs attention to a business or profession conducted, or to a commodity or service sold, offered or manufactured, or to an entertainment offered on the premises where the sign is located.

ZOAM 2009-0003, Sign Regulations

Signs Sub-Committee, Recommendations to the Board of Supervisors

1. Consider adopting a policy to review the Sign Regulations every five years.
2. Consider initiating a Zoning Ordinance Amendment to revise temporary signs and real estate signs.
3. Consider passing a resolution authorizing pro-active enforcement of the Sign Regulations.
4. Consider requiring follow-up inspections of Comprehensive Sign Packages and issued permits to insure that signs are installed in conformance with the approved plan and permit.
5. Consider requesting amendment to the Virginia Maintenance Code to address maintenance of signs.
6. Consider directing the Department of Economic Development to assist small retailers in learning about promotional opportunities, other than signs.
7. Consider amending the Sign Permit Fee Schedule to allow Architects to apply for the \$50 Annual Permit for construction signs.

A7

Table 5-1204(D)
Sign Requirements Matrix

LAND-USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
(1) RESIDENTIAL/AGRICULTURE SIGNS													
(a) PD-H and PD-AAAR Entrance Signs		2/ vehicular entrance	60 SF			2	120 SF	5 FT	Backlight or White Light	10 FT	Ground Mounted	5 FT	One sided only; signs shall contain no advertising. Minimum 1000 FT between signs on same side of road or at intersection; signs shall contain no advertising.
(b) PD-H -Community Directional Signs - On-site or Off-site (within boundaries of approved PD-H district)	20 SF		20 SF						Backlight or White Light	5 FT	Ground Mounted	8 FT	Minimum 1000 FT between signs on same side of road or at intersection; signs shall contain no advertising.
(c) Non PD-H Residential Communities - Entrance Signs		1/ vehicular entrance	40 SF			2	80 SF	5 FT	None	10 FT	Ground Mounted	5 FT	One sided only; signs shall contain no advertising.
(d) HOA Activity Signs	20 SF	1/development of 2500 or fewer dwellings - 2/developments of over 2500 dwellings	20 SF						Backlight or White Light	5 FT	Ground Mounted	8 FT	Signs shall be separated by a minimum half-mile radius; signs shall contain no advertising.
(e) Farm Signs	40 SF	2/Farm	20 SF						None	5 FT 0 FT	Freestanding As Permitted in Section 5- 1202(A)(3)	8 FT	
(f) Wayside Stands, Including Christmas Tree Sales, Vineyards, Wineries		6, includes up to 3 on-site signs and up to 4 off- site directional signs	12SF on-site 4SF off-site One on-site sign at 20 SF if setback ≥ 40 FT from the fronting ROW						None	5 FT	Freestanding Building Mounted	8 FT	Displayed when agricultural produce and livestock are available for sale on farm involved and shall be removed within 48 hours after sale is concluded. Off-site signs require written permission of the owner of the land on which it is displayed.

Table 5-1204(D)
Sign Requirements Matrix

LAND-USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
(g) Home Occupation	2 SF	1/lot	2 SF						None	5 FT	Freestanding Building Mounted	4 FT 8 FT	Sign may indicate more than one business.
(h) Childcare Home	2 SF	1/lot	2 SF						None	5 FT	Freestanding Building Mounted	4 FT 8 FT	
(i) Residential Name Signs		1/vehicular access, 2 for each dwelling lot or property	2 SF						None	None	Freestanding Building Mounted As Permitted in Section 5- 1202(A)(3)	4 FT 8 FT	Signs shall contain no advertising.
(2) PUBLIC/QUASI PUBLIC SIGNS													
(a) Public or Quasi-Public Facility	6 SF	1/ use	6 SF	1.5	9 SF	2	18 SF	4 FT	None	10 FT	Freestanding	4 FT	Must be located within 100 FT from use or structure it identifies; signs shall contain no advertising.
(b) School, Hospital, College, Library, and Publicly Owned Community Center	20 SF	1/ use	20 SF	1.5	30 SF	2	60 SF	4 FT	Backlight or White Light	10 FT	Freestanding Building Mounted	8 FT Roofline	Signs shall contain no advertising.
(c) Hospital		1/vehicular entrance 1/public entrance to building, and 1 building ID sign	50 SF 50 SF						Backlight or White Light	10 FT	Freestanding Building Mounted	8 FT Roofline	Signs shall contain no advertising.
(d) Places of Worship	20 SF	2	10 SF			1.5	15 SF	8 FT	Backlight	5 FT	Freestanding Building Mounted	8 FT Roofline	Signs shall contain no advertising.
(e) Church Bulletin Board	15 SF		15 SF						Backlight or White Light	5 FT	Freestanding Building Mounted	8 FT	

Table 5-1204(D)
Sign Requirements Matrix

LAND-USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
(3) COMMERCIAL ENTRANCE/PROJECT IDENTIFICATION SIGNS IN THE PD, CLI, GB and MR-HI DISTRICTS													
(a) Entrance Signs													
Up to 10 Acres			50 SF										
Over 10 Acres, Up to 40 Acres		1/vehicular entrance	60 SF						Yes	10 FT	Ground Mounted	10 FT	
Over 40 Acres			75 SF										
(b) Project Identification Signs													
Less than 20 Acres		1/project	25 SF						Yes	10 FT	Ground Mounted	10 FT	
20 Acres or More		2/project	25 SF										
(4) SIGNS FOR COMMERCIAL, OFFICE AND INDUSTRIAL USES SIGNS													
(a) Tenant Signs for Businesses in CLI, GB, PD-CC(NC), PD-CC(CC), PD-OP, PD-RDP, PD-CV, PD-RV and PD-AAAR	1 SF/LF of Tenant's Building Frontage	2/Facade: no more than 4 signs Total/Tenant	60 SF						Yes		Building Mounted	Roofline	Sign types on building facades may include any combination of: Building mounted and awning and canopy signs (affixed to or mounted below the awning or canopy). If two signs are proposed on a single facade, one sign shall be a secondary sign of no more than 10 SF.
(b) Tenant Signs for Businesses in PD-CC(SC), PD-CC(RC), PD-SA, PD-TC, PD-TREC, PD-TRC and PD-MUB	2 SF/LF of Tenant's Building Frontage	2/Facade: no more than 4 signs Total/Tenant	200 SF						Yes		Building Mounted	Roofline	Sign types on building facades may include any combination of: Building mounted and awning and canopy signs (affixed to or mounted below the awning or canopy).
(c) Building ID/Tenant Signs Office Buildings, Hotels, Motels and Conference Centers		1 or 2/Facade, but no more than 4 total per Building	1 SF/100 SF of Building Facade						Yes		Building Mounted	Roofline	Signs must be located at the top floor of the building. Name and message may differ.

Table 5-1204(D)
Sign Requirements Matrix

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
(d) Ground Floor Tenants in Office Buildings		1/Tenant	20 SF						Yes		Building Mounted	Mount Below 2 nd Floor Window s	Maximum height of letters: 24 Inches
(e) Exterior Directories for Office Buildings		1/Building Entrance	15 SF						Yes		Ground or Building Mounted	6 FT	
(f) Exterior Directories for PD-CC(SC), PD-CC(RC), PD-SA, PD-TC, PD-TREC, PD-TRC and PD-MUB		2/Development	25 SF						Yes		Ground Mounted	7 FT	
(g) Flex/Industrial/ Warehouse Buildings and Signs for Businesses in MR- HI, PD-IP and PD-GI	1/2 SF/LF of Building Frontage	1/Tenant	100 SF						Yes		Building Mounted	Roofline	
(a) (PD-CC(NC)) Planned Development Neighborhood Center Entrance Signs	20 SF	1/vehicular entrance, no more than 2 signs	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight or White Light	10 FT	Freestanding	15 FT	
(b) (PD-CC(NC)) Planned Development Neighborhood Center Tenant Signs	2 SF/ linear feet of building frontage	1/facade, no more than 3 signs	60 SF						Backlight or White Light		Building Mounted	Roofline	
(c) (PD-CC(CC)) Planned Development Community Center Entrance Signs and Entrance Signs for Commercial Developments in PD-TC, PD-TT, PD-UG, PD-TRC, PD-TREC, PD- MUB, PD-RV and PD-CV Districts	60 SF	1/vehicular entrance, no more than 3 signs	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight or White Light	10 FT	Freestanding	15 FT	

Table 5-1204(D)
Sign Requirements Matrix

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
(d) (PD-CG(CC)) Planned Development Community Center Tenant Signs and Tenant Signs for Business in PD-TC, PD-TT, PD-UC, PD- TREC, PD-TRC, PD-MUP, PD-RV, PD-CV Districts	2-SF/ linear foot of building frontage, not to exceed 60 SF	1/facade, no more than 3 signs	60-SF						Backlight or White Light		Building Mounted	Roofline	
(e) (PD-CG (SC) & (RC)) Planned Development Small Regional Center and Regional Center Entrance Signs		1/vehicular entrance	60-SF	1.25 2 (for centers over 1 million SF)	75-SF 120-SF	1.33 1.33	100-SF 160-SF	15-FT	Backlight or White Light	10-FT	Freestanding	15-FT	
(f) (PD-CG(SC) & (RC)) Planned Development Small Regional Center and Regional Center Tenant Signs (Freestanding Building with up to 4000-SF floor area)	60-SF	1/facade, no more than 3 signs	20-SF	1.5	30-SF	1.5	45-SF	8-FT	Backlight	10-FT	Freestanding Building Mounted	15-FT Roofline	
(g) (PD-CG(SC)&(RC)) Planned Development Small Regional Center and Regional Center Tenant Signs (Freestanding Building with over 4000-SF floor area)	120-SF	1/facade, no more than 3 signs	20-SF freestanding 60-SF building mounted	1.5	30-SF	1.5	45-SF	8-FT	Backlight	10-FT	Freestanding Building Mounted	15-FT Roofline	
(h) (PD-CG(SC) & (RC)) Planned Development Small Regional Center and Regional Center Tenant Signs (In-Line Structure with up to 4000-SF floor area)	60-SF	1/public entrance of building	30-SF						Backlight		Building Mounted	Roofline	
(i) (PD-CG(SC) & (RC)) Planned Development Small Regional Center and Regional Center Tenant Signs (In-Line Structure with 4001 - 15000-SF floor area)	100-SF	1/public entrance of building	60-SF						Backlight		Building Mounted	Roofline	

Table 5-1204(D)
Sign Requirements Matrix

LAND-USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
(j) (PD-CC(SC) & (RC)) Planned Development Small Regional Center and Regional Center Tenant (In Line Structure with over 15000 SF floor area)	200 SF	1/public entrance of	60 SF						Backlight		Building Mounted	Roofline	
(k) PD-OP and PD-RDP Development Entrance Signs		2/vehicular entrance	60 SF			2	120 SF	6 FT	Backlight or White Light	10 FT	Ground Mounted	5 FT	One-sided only; signs shall contain no advertising.
(l) Office Freestanding Building Entrance Sign	60 SF	1/vehicular entrance	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight or White Light	10 FT	Freestanding	8 FT	
(m) Office Building ID Sign (1-3 Stories)	160 SF	1/facade	40 SF						Backlight		Building Mounted	Roofline	Sign must be located at the top floor of building, otherwise max. area of sign is 20 SF. Name and message of signs on each facade must be the same.
(n) Office Building ID Sign (4-5 Stories)	200 SF	1/facade	60 SF						Backlight		Building Mounted	Roofline	Sign must be located at the top floor of building, otherwise max. area of sign is 20 SF. Name and message of signs on each facade must be the same.
(o) Office Building ID Sign (6+ Stories)	240 SF	1/facade	60 SF						Backlight		Building Mounted	Roofline	Sign must be located at the top floor of building, otherwise max. area of sign is 20 SF. Name and message of signs on each facade must be the same.
(p) Office Related Commercial (Ground Floor)	2 SF per linear foot of building frontage (counts against overall building ID sign)	1/tenant	20 SF						Backlight		Building Mounted		Located over entrance of business it identifies. Max ht. of letters: 24 inches
(q) Office Directories													May not be visible from outside the building.

Table 5-1204(D)
Sign Requirements Matrix

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
(h*) Auto Service Station (including convenience store, car wash & repair)	10060 SF	6	3020 SF	1.5	30 SF	1.5	45 SF	8 FT	Yes Backlight	5 FT	Freestanding Building Mounted	15 FT Pole Mounted 8 FT Ground Mounted Roofline	Total sign area excludes federally mandated gasoline price posting.
(is) Auto Dealer	20-120 SF (see additional requirements column)	6	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight	10 FT	Freestanding Building Mounted	15 FT Roofline	Base sign 20 SF Used car 20 SF Each new car dealership = 20 SF
(jt) Bed & Breakfast Inn and Homestay	4 SF	2	4 SF						Backlight or White Light	5 FT	Freestanding Building Mounted	6 FT Roofline	
(ku) Country Inn, Guest Farm or Ranch, Rural Retreat, Rural Resort, and Rural Agricultural Corporate Retreat	10 SF	2	10 SF						Backlight or White Light	None	Freestanding Building Mounted Historic District Only	6 FT	
(v) Child Care Center	20 SF	2	10 SF			1.5	15 SF	6 FT	Backlight, None in Residential Districts	6 FT	Freestanding Building Mounted	8 FT Roofline	
(w) Hotel, Motel and Conference Center (freestanding) Entrance Signs		1/vehicular entrance	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight or White Light	10 FT	Freestanding	15 FT	
(y) Hotel, Motel and Conference Center (1-3 Stories)	90 SF	1/facade, no more than 3 signs	40 SF						Backlight		Building Mounted	Roofline	Sign must be located at top floor of building, otherwise max. area of sign is 20 SF.
(x) Hotel, Motel and Conference Center (4-5 Stories)	90 SF	1/facade, no more than 3 signs	50 SF						Backlight		Building Mounted	Roofline	Sign must be located at top floor of building, otherwise max. area of sign is 20 SF.

Table 5-1204(D)
Sign Requirements Matrix

LAND-USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
(z) Hotel, Motel and Conference Center (6+ Stories)	90 SF	1/facade, no more than 3 signs	60 SF						Backlight		Building Mounted	Roofline	Sign must be located at top floor of building, otherwise max. area of sign is 20 SF.
(laa) Movie Theaters – Theater Name Entrance Sign		2	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Yes Backlight or White Light	10 FT	Freestanding	15 FT	
Theater Name Building Sign		1	60 SF								Building Mounted	Roofline	
Movie Title Building Sign		1	20 SF										
(mbb) Restaurant (freestanding Building with up to 4000 SF floor area)	60 SF	3	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Yes Backlight	10 FT	Freestanding	15 FT	Drive-through menu does not count toward sign area.
											Building Mounted	Roofline	
(ncs) Restaurant (Freestanding Building with over 4000 SF floor area)	120 SF	3	20 SF freestanding 60 SF bldg mounted	1.5	30 SF	1.5	45 SF	8 FT	Yes Backlight	10 FT	Freestanding	15 FT	Drive-through menu does not count toward sign area.
											Building Mounted	Roofline	
(dd) Restaurant (In-Line Structure)	2 SF/ linear foot of building frontage	1/facade, no more than 3 signs	60 SF						Backlight		Building Mounted	Roofline	Drive-through menu does not count toward sign area.
(ooo) Restaurant/Car Wash Drive-Through Menu	30 SF	2	20 SF	1.5	30 SF				Backlight		Freestanding	5 FT	Must be screened from all roads.
											Building Mounted		
(p#) Business in A-3, A-10, AR, JLMA, TR and CR Districts	10 SF	2/lot	10 SF						None	5 FT	Freestanding	8 FT	
											Building Mounted		
(ggg) Business in R-C District	40 SF	2	20 SF						Yes/None	5 FT	Freestanding	8 FT	
											Building Mounted		
(rhh) Business in R Districts	4 SF for lots ≤ 10 acres; 8 SF for lots > 10 acres	1 for lots ≤ 10 acres; 2 for lots > 10 acres	4 SF						None	5 FT	Freestanding	8 FT	
											Building Mounted		
(ii) Business Signs (Signs of a character which have not	60 SF	3 (freestanding building)	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight or White Light	10 FT	Freestanding	15 FT	

Table 5-1204(D)
Sign Requirements Matrix

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
been listed or described heretofore provided they advertise only goods or services offered on the premises.		freestanding sign/vehicular entrance, no more than 3 for center and 1 building mounted sign/ facade no more than 3 for business (in line structure)									Building Mounted	Roofline	
(s) Window or Display Sign (Business) in conjunction with Table 5- 1204(D)(4)(a), (b), (m) and (n) sign categories		4/Tenant							None				The maximum square footage of window or display signs (business) shall not exceed 25% of the total square footage of window area, or 10 SF, whichever is less.
(t) Sidewalk Sign in conjunction with Table 5- 1204(D)(4)(a), (b), (m) and (n) sign categories		1/Tenant	6 SF						None			3 SF	Sidewalk signs shall be placed no more than 5 feet from the front door of the business to which the sign pertains. A 4- foot unobstructed space shall be maintained on the sidewalk in front of the business.
(4) INDUSTRIAL SIGNS													
(a) PD-IP and PD-GI Development Entrance Signs		2/Vehicular entrance	60-SF			2	120-SF	5-FT	Backlight or White Light	10-FT	Ground Mounted	5-FT	One side only; signs shall contain no advertising.
(b) Flex Industrial/ Light Industrial/Warehouse Entrance Signs		1/Vehicular entrance	20-SF			1.6	30-SF	8-FT	Backlight or White Light	10-FT	Freestanding	15-FT	
(c) Flex Industrial/ Light Industrial/Warehouse Tenant Signs	20-SF	1/Tenant	20-SF						Backlight		Building Mounted	Roofline	
(5) TEMPORARY SIGNS (For Temporary Real Estate Signs, See Number 6 Below)													
(a) Temporary Signs -- On-site	4 SF	1	4 SF						None	5 FT	Freestanding Balloons Banners Pennants Inflated	4 FT	Permit limited to one (1) month from date of issuance, for no more than 3 consecutive months.

**Table 5-1204(D)
Sign Requirements Matrix**

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
(b) Temporary Signs – Off-Site		Reasonable number as determined by the Zoning Administrator.	4 SF						None	5 FT	Devices	4 FT	Permit limited to one (1) month from date of issuance, for no more than 3 consecutive months.
											Freestanding		
											Balloons		
											Banners		
											Pennants		
(c) Temporary Construction Signs	20 SF Commercial 10 SF Residential	1/contractor per job site	20 SF						None	10 FT	Inflated Devices	8 FT	Residential signs only in A-3, A-10, A-25, AR, and CR Districts. Contractor to remove sign upon completion of construction.
		1/contractor per job site	10 SF								Ground Mounted		
(6) REAL ESTATE SIGNS													
(a) Real Estate - Residential For Sale Sign	6 SF up to 10 acres	1	6 SF						None	5 FT	Freestanding	6 FT	
	12 SF more than 10 acres	2	6 SF										
(b) Real Estate - Residential Subdivision		1/vehicular entrance to subdivision from state right-of- way	20 SF						None	5 FT	Freestanding	6 FT	Area of all real estate signs within the subdivision which front on a public highway shall be no more than four (4) square feet per lot fronting on the highway.
(c) Real Estate - Commercial For Sale Sign		1 (upon any lot of less than 10 acres); 2 upon any lot in excess of ten (10) acres.	20 SF						None	5 FT	Freestanding	6 FT	
(d) Real Estate – Temporary Open House - Off-Site		4 /property	4 SF						None	5 FT	Freestanding	4 FT	Conditions apply (see note 4).
(e) Non-PD District Project Directional Signs - Off-Site		10/total combined for all builders per project	2 SF						None	5 FT	Freestanding	4 FT	Conditions apply. (see note 5).
(7) MISCELLANEOUS SIGNS													

Table 5-1204(D)
Sign Requirements Matrix

LAND-USE/ SIGN CATEGORY (or-similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
(a) Government Signs/ Official Notices													Not regulated.
(b) Historical Markers													Not regulated.
(c) Danger, Aviation, Railroad, Bridge, Ferry Transportation, Red Cross, and Other Similar Signs.													Not regulated.
(d) Hunting, Fishing or Trespassing Signs			2 SF						None	None	Freestanding Building Mounted As Permitted in Section 5- 1202(A)(3)	5 FT	
(e) Informational Signs		1/use identifying locations such as restrooms, loading areas, etc.	2 SF						Backlight or White Light	5 FT	Freestanding Building Mounted	5 FT	Signs shall contain no advertising, but may include the names and/or logos associated with the business or development.
(f) PD-SA, PD-TC, PD-TT, PD-UC, PD-TRC, PD-TREC, PD-MUB, PD-RV, and PD-CV Residential Development Entrance Signs		2/vehicular entrance	60 SF			2	120 SF	5 FT	Backlight or White Light	10 FT	Ground Mounted	5 FT	One-side only, signs shall contain no advertising.
(g) Mixed-Use Buildings- Residential Entry Signs		1/Residential Building Entrance	20 SF						Yes		Building Mounted	Roofline	
(h) Ornamental Lamp Post Signs in PD-CC, PD-SA, PD- TC, PD-TREC, PD-TRC and PD-MUB		1/Lamp Post	8 SF						None		Banner		Ornamental/Seasonal banners on lamp posts shall not be placed greater than 15 feet above grade. Such banners shall not contain specific tenant/ user names or advertising, but may include the development name and/or logo.

Table 5-1204(D)
Sign Requirements Matrix

LAND USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
(g) Private Recreation Parks	10 SF	2	6 SF						None	5 FT	Freestanding	6 FT	
(h) Directional Signs, On-Site			4 SF						Backlight or White Light	5 FT	Freestanding	3 FT	Signs shall be located only where there is a change in direction and shall contain no advertising, but may include the names and/or logos associated with the business or development.
(k) Directional Signs, Off-Site		<u>2/use</u>	<u>6 SF</u>						<u>None</u>	<u>5 FT</u>	<u>Freestanding</u>	<u>3 FT</u>	Signs limited to religious assembly uses, civic uses, and private non-profit organizations. Signs shall be located only where there is a change in direction, shall list only the name and address of the use, and shall be posted for a period not to exceed 48 hours. Permit limited to one (1) year from the date of issuance
(l) Window or Display Signs (Non-Business)	<u>3 SF</u>		<u>1 SF</u>						<u>None</u>				
(m) De Minimis Signs	<u>2 SF</u>		<u>1 SF</u>						<u>Yes</u>				Examples of De Minimis signs may include signs stating hours of operation, open/close, accepted forms of payment, business/professional affiliations, etc.

GENERAL NOTES

1. Whenever a bonus multiplier is used for ground mounted signs, a landscaped base with a minimum depth of 36 inches on a side, must be maintained.
2. All signs must be set back the minimum distance from the road right-of-way, as specified, unless a greater setback is required by the Code of Virginia.
3. The maximum height column does not apply when ground mounted bonuses are obtained. Use the maximum height column for Ground Mounted Background Structure. For the purpose of locating building mounted signs, no part of the sign shall extend above or beyond the perimeter of the screening wall to which it is attached. No screening wall shall be constructed for the sole purpose of sign placement.
4. The following conditions shall apply for permitted "Real Estate-Temporary Open House - Off Site" signs.
 - a. Signs shall be located only at controlled intersections where there is a change in direction.
 - b. Signs shall be placed on private property only.
 - c. Signs shall be in place only during hours the house is open plus one hour before and two hours after the event.
 - d. Signs may be used for two (2) days on the weekends and three (3) days in the case of a holiday falling on a Monday, as well as one-half (1/2) day during the week.
 - e. The owner for the house or his/her designated agent must be present for the duration of the open house hours.
 - f. Signs shall include a company name with direction arrow.
 - g. Signs shall consist of a metal frame with composition sign of a semi-permanent type.
 - h. Homeowners or their designated agent may not use "Non-PD District Project Directional Signs - Off-Site".
5. The following conditions shall apply for permitted Non-PD District Project Directional Signs - Off-Site.
 - a. The location of signs must be approved by the County at the time of the sign permit application.
 - b. Signs shall be located only at controlled intersections where there is a change in direction.
 - c. Signs shall be placed on private property only.
 - d. Signs shall not be permitted on any arterial road, nor on any road listed in Section 5-900 of this Ordinance.
 - e. The signs may be installed after sundown Friday night and must be removed by sundown on Sunday. If Monday is a legal holiday, the signs may remain until sundown Monday.
 - f. The signs must be made of a permanent material, signs made of paper or cardboard are hereby specifically prohibited.
 - g. Builders may not use "Non-PD District Directional Signs - Off-Site" in combination with "Real Estate-Temporary Open House - Off-Site" signs.
6. In selecting the most appropriate land use sign category, the more specific listing shall take precedence.
- ~~7. Directional signs shall not be included in any other permitted square footage total.~~

**ZOAM 2009-0003, Public Input Log: June 3, 2010 Meeting
Verbal Comment**

Speaker #	Name	Organization	Comment
1	Ralph Buona	Telos Corporation and 2010 Chairman of the Board, Loudoun County Chamber of Commerce	Number one issue facing Loudoun County businesses is the sign ordinance. The current sign ordinance classifies signs as strictly a mechanism for way finding. The Chamber strongly supports updating the sign ordinance. The Chamber has adopted a policy position on revising the County's sign regulations.
2	Pat Wirth	President, Parc City Center Owner's Association	Concern that the process was undertaken to attract new big businesses and developers rather than to assist current businesses. No existing businesses officially included in the review process to date. Some existing small businesses are fearful of coming forward because they are in violation. Changes appear to deal with streamlining bureaucracy, not being more business friendly to existing businesses. Seeks to replace entrance signs so that they can contain tenant names. Seeks expansion of temporary signs to allow 3' X 6' banners. Expand amendments to address the needs of small businesses, especially with a more liberal use of temporary signs.
3	Keith Wallace	Merritt Properties	Merritt Properties is a real estate company, which develops and manages office and industrial space. The inflexibility of the current sign ordinance on types of allowable signage has limited the ability to lease property. There are many cases where two major tenants are located in one building, but they are limited to one tenant sign. Merritt supports the proposed signage amendments.
4	Kimberlee Welsh Cumming	Sign Ordinance Volunteer Working Group	The major issues the Working Group found: Entrance signs and the measurement of the background area of the sign. Signage on office buildings, limited to one sign per façade and they all have to be the same name. Awning signs are calculated such that the whole awning is the background structure so it exceeds the allowable square footage. Directory signs should be permitted with use of logos and tenant names. Directional signs should also be permitted to state the name of the development and use logos. In the matrix, the "Land Use/Sign Category" column cannot be modified, which is very restrictive and doesn't allow for additional sign types to address market concerns. Name of the development and logo should be allowed on signs as a unifying element. A provision is needed to amend approved Comprehensive Sign Plans.

**ZOAM 2009-0003, Public Input Log: June 3, 2010 Meeting
Verbal Comment (Cont'd)**

Speaker #	Name	Organization	Comment
5	Karl Riedel	Karl Riedel Architecture, P.C.	Request consideration for three issues. Exempt signs of a certain size. Increase home occupation signs from 1/lot to 2/lot. Adjust the sign permit fee schedule to allow architecture and engineering firms to be accorded the same annual rate opportunity offered to contractors and brokerage firms.
6	Russ Gestl	Buchanan Partners	Submitted the Arcola Center Comprehensive Sign Package. Found that development logo and exterior pedestrian directories were not permitted; the CSP process should allow additional sign types to be added. Cannot name more than one tenant on a building. Signs being administered as a use is limiting. The revisions would limit the need for some businesses to go through the CSP process.
7	Al Nielsen	AOL	Temporary signs were placed at AOL recently to show new logo and to celebrate 25 th anniversary at AOL. Options should exist for multiple tenants to have building signage.

Lohr, Amy

ATTACHMENT 7. a.

From: Gladys Lewis [gladysslewis@verizon.net]
Sent: Saturday, October 02, 2010 7:45 AM
To: DEPT-PLANDPT-PLANNING_COMMISSION
Subject: sign issue

Dear Commissioners:

I am writing today to raise an issue that needs to be discussed before you hand off the proposed revisions to the Sign Ordinance to the Board of Supervisors. Unfortunately, the only "volunteer" committee looking at the sign ordinance with a thought to revise it was garnered from those in the industry. No committee of interested citizens was formed to look at the ordinance. Therefore, we have been reactive, rather than proactive in considering things that might need to be changed. I have been guilty of that myself.

However, for years, I and other citizens have been filing sign complaints about illegal signs in our community. Because the County requires citizen signed complaints before it can send out a zoning inspector to start the process of getting the signs down, the whole procedure has been extremely frustrating.

Multiple citizen complaints are required for a "permanent" removal of signs when those who place the signs replace them repeatedly. Fines are neither sufficient nor used soon enough.

Remember that these most of these signs, banners and other "quick" signs, are all easily put up and taken down within minutes; in fact, many businesses keep a frame up and put the signs up weekends only when they know inspectors cannot check them. The current law allows a person putting up a sign to take it down within a period of time, 10 days or 2 weeks, after a citizen has made a complaint and after the zoning inspector has the time to go to the site. Therefore, there is incentive to use these type of signs.

We citizens are clearly frustrated with this process as are the County staff who try to enforce the rules.

Please look at the ordinance before you send it to the Board of Supervisors and make the removal of banner, flags, balloons and other easily removed items an easy job for the zoning inspectors. The signs should come down immediately. Fines should be large enough to deter replacement.

Thank you for considering this issue.

Gladys S. Lewis
from:
gladyslewis@alumni.duke.edu

Lohr, Amy

From: Maio, Peggy
Sent: Wednesday, October 06, 2010 9:57 AM
To: Lohr, Amy
Cc: Bryan, Nancy
Subject: FW: hearing tonight

This is what I'll ask to go into the public hearing record.

From: Gladys Lewis [gladysslewis@verizon.net]
Sent: Wednesday, October 06, 2010 7:04 AM
To: DEPT-PLANDPT-PLANNING_COMMISSION
Subject: hearing tonight

I am unable to attend the hearing tonight. My thanks to the sub-committee who worked on the ordinance. I would like to raise three issues for the hearing record.

The first I have already written to you about. I hope you can rewrite the section on banners, balloons, flags, and other temporary-type signs so that they can be taken down immediately rather than having a grace period which in many cases can extend for weeks. See my earlier letter appended below.

The second concern I have is with the special exception for any type signs. If we have an ordinance we believe in, I do not think we need to allow anyone to come with any idea they have for a change. Allowing this will burden staff, you the Planning Commission, and the Board and leave the citizens in continuous anxiety that they will miss proposed changes.

The third concern I have is the continuing passive approach the County takes toward enforcing the sign ordinance. The County needs to be proactive. I believe that folks will put up signs that conform to the ordinance if they know they will be cited if the signs do not. Citizens get tired of having to photograph and report on their neighbors.

Thank you for your work and I hope you will address my concerns.

Gladys S. Lewis

Earlier letter:

I am writing today to raise an issue that needs to be discussed before you hand off the proposed revisions to the Sign Ordinance to the Board of Supervisors. Unfortunately, the only "volunteer" committee looking at the sign ordinance with a thought to revise it was garnered from those in the industry. No committee of interested citizens was formed to look at the ordinance. Therefore, we have been reactive, rather than proactive in considering things that might need to be changed. I have been guilty of that myself.

However, for years, I and other citizens have been filing sign complaints about illegal signs in our community. Because the County requires citizen signed complaints before it can send out a zoning inspector to start the process of getting the signs down, the whole procedure has been extremely frustrating.

Multiple citizen complaints are required for a "permanent" removal of signs when those who place the signs replace them repeatedly. Fines are neither sufficient nor used soon enough.

Remember that these most of these signs, banners and other "quick" signs, are all easily put up and taken down within minutes; in fact, many businesses keep a frame up and put the signs up weekends only when they know inspectors cannot check them. The current law allows a person putting up a sign to take it down within a period of time, 10 days or 2 weeks, after a citizen has made a complaint and after the zoning inspector has the time to go to the site. Therefore, there is incentive to use these type of signs.

We citizens are clearly frustrated with this process as are the County staff who try to enforce the rules.

Please look at the ordinance before you send it to the Board of Supervisors and make the removal of banner, flags, balloons and other easily removed items an easy job for the zoning inspectors. The signs should come down immediately. Fines should be large enough to deter replacement.

Thank you for considering this issue.

Testimony before the Loudoun County Planning Commission
Loudoun County Government Center
October 6, 2010

Re: Proposed amendments to Loudoun County's commercial signage regulations

Good evening Mr. Chairman and members of the Planning Commission.
My name is Tony Howard and I am the President of the Loudoun County Chamber of Commerce.

On behalf of the 1,100 members of the Loudoun County Chamber, I wish to address you this evening on the Planning Commission's work to amend the county's zoning ordinance governing business signs.

I would like to begin by conveying, on behalf of the Chamber's Board of Directors, our deep appreciation for the hard work and sincere efforts that this Commission has invested to address this important business issue.

Many Loudoun County Chamber members are following the Planning Commission's work very closely, including several local business leaders that have met regularly with members of this Commission and County staff.

These individuals have expressed to me their appreciation for the willingness of the Planning Commission and staff to work with the Loudoun business community and other important stakeholders to reach a meaningful solution that balances the county's economic needs with the widely shared desire to preserve Loudoun's unique visual beauty.

It was, and remains, important to invest that time and energy into gaining a true appreciation for the perspective of local business owners who rely on effective commercial signage. I thank you for making that investment.

Next, I would like to take the opportunity to briefly explain why this issue is so important to the Chamber.

In the four years since I began my service as the chief executive of Loudoun County's leading business organization, I have heard repeated concerns and criticisms from my members about the County's unnecessarily complex and restrictive rules governing the size, use and placement of commercial signage.

The challenges faced by Loudoun's businesses to reasonably secure appropriate and effective commercial signage have them caused very real economic distress. In several instances, Loudoun's commercial sign policies have caused a real disincentive for businesses that have considered investing in our community.

Simply put, Loudoun County needs to reverse this situation by adopting commercial signage policies that will actually enhance the county's ability to attract and retain business investments.

Having the right kind of signage is crucial to the success of every nearly every commercial enterprise. Signs help customers, clients and suppliers locate your business. When done right, signs are a cost effective means to market a company to prospective customers and employees.

Additionally, properly done signage can provide effective safety measures for pedestrians and bicyclists by efficiently routing vehicular traffic around office parks and neighborhoods.

For too long, I have heard local business owners express their real frustration with the County's current signage policies. They are frustrated with the length, the cost and the often uncertain process they must endure to secure even the most basic sign.

These local taxpayers are looking for common sense relief so that they can create the jobs, economic opportunity and tax dollars that our county desperately needs.

Tonight, you will begin the process of formerly considering a series of specific zoning ordinance amendments that I believe represent real progress toward addressing the needs of Loudoun's businesses.

These proposals appear crafted to achieve that progress while balancing the County's legitimate interest in preserving Loudoun's natural beauty by avoiding undue visual blight caused by improperly sized, placed or designed signage.

I understand these amendments are still just proposals and may be revised or even disregarded.

From the Chamber's perspective, the final proposal that you send to the Board of Supervisors must support certain fundamental principles.

These principles are that the County's sign ordinances should support current development trends, they must keep Loudoun competitive with surrounding jurisdictions, and must provide a reasonable application process for current businesses and prospects.

Specifically, the Chamber is pleased that the amendments being proposed appear designed to:

- Provide by-right signage of adequate number, size and location to be approved administratively, without requiring legislative review and approval;
- Enhance the functionality of signage, to appropriately market Loudoun's businesses to visitors and to improve directional signage;
- Enable property owners in all commercial districts to avail themselves of adequate signage, including the expanded access to comprehensive sign plans;
- Protects the visual beauty of Loudoun County without sacrificing the commercial tax base and the growth of local businesses; and
- Provides flexibility to allow the County to be responsive to unique project circumstances and evolving market trends.

Additionally, the Chamber appreciates the effort to provide clear definitions of sign terminology and a simplified sign matrix.

Tonight, you will hear from other members of Loudoun's business community on why the County's sign policies must reflect current development trends and provide a reasonable application process for businesses, while improving Loudoun's competitiveness with our sister jurisdictions in this region.

I respectfully request that the Planning Commission consider the statements of the Chamber and its members as you consider these proposed amendments.

Your efforts and the finished product that you advance to the Board of Supervisors will have a profound impact on Loudoun's economic competitiveness and the future of our commercial tax base.

Thank you for this opportunity to express the Chamber's position on this important business issue.

###

Signage Policy
Adopted by the
Loudoun County Chamber of Commerce Board of Directors
November 18, 2009

Signage is critically important to nearly every business and consequently, is vital to Loudoun County's overall business competitiveness and economic development potential. In fact, the Board of Supervisors recognized the importance of signage and recommended updating the Loudoun County Sign Ordinance at its strategic planning retreat on July 23, 2008.

Because the existing signage regulations have not been amended since 1993 and are unnecessarily complicated, limiting and confusing, the Chamber strongly supports updating the Loudoun County Zoning Ordinance with regard to signage immediately so that the County's sign policy enhances the County's ability to attract and retain companies that want to be located in Loudoun County.

Loudoun County's Sign Ordinance needs to be supportive and reflective of current development trends, allow Loudoun to be competitive with surrounding jurisdictions, and provide clarity and a reasonable application process for current businesses and prospects. Specifically, the Chamber endorses changes that will:

- Provide by-right signage of adequate number, size and location to be approved administratively, without the need for legislative review and approval;
- Enhance the functionality of signage, such that it will appropriately market Loudoun's existing and future businesses to visitors and supplement VDOT directional signage (through the permissibility of off-lot signage and other mechanisms);
- Enable property owners in all commercial districts to avail themselves of adequate signage and allow property owners in non-PD districts to apply for comprehensive sign plans;
- Protect the visual beauty of Loudoun County without sacrificing the commercial tax base and the growth of Loudoun's businesses; and
- Provide flexibility to allow the County to be responsive to unique project circumstances and evolving market trends.

Additionally, we support the type of recommendations that the Volunteer Working Group has suggested to reduce confusion with clear definitions of sign terminology and a simplified sign matrix, as well as improved and expanded processes for sign permits and approvals. We hope that Staff's agreement with many of the Volunteer Working Group's suggestions will result in an expedited Sign Ordinance revision process.

The Chamber urges the County to give these changes the highest priority on the County's agenda because these regulations are intrinsically tied to the success of Loudoun businesses and the future of Loudoun County's commercial tax base.

LOUDOUN COUNTY PLANNING COMMISSION

Public Hearing

October 6, 2010

Patricia Wirth

President, Parc City Center Owner's Association

Representative for Small, Retail Businesses in Loudoun County

Thank you for again giving me the opportunity to speak to you as the President of the Parc City Center Owner's Association and as the defacto representative for small, retail businesses throughout Loudoun County which task I accepted at the request of Ms. Maio.

My understanding is that there are approximately 800 small, retail businesses located throughout Loudoun County. Collectively we are an integral, important part of the economic engine that drives Loudoun County by employing its citizens, providing needed products and services to the community and paying tax revenue to fill the county's coffers. On June 3rd this year, I came before you to express concern that the process to develop a business friendly sign ordinance, up to that point, did not seem to take existing, small businesses into consideration. Ms. Maio requested that I go out into the community and take the pulse of small businesses with regard to the sign ordinance and report back to her committee which I did on July 14th. Anecdotal information directly from myriad of merchants located in nine different shopping centers, guidelines from the Small Business Administration with regard to signs, sign science and a wish-list from merchants with whys and wherefores were shared in detail.

+ Ms. Miller

Last week Ms. Lohr met with Mr. Howard and me to review the proposed changes that the committee is recommending to the entire Planning Commission. It is without hesitation that I say that your small business community is thrilled with these proposed changes that are significantly more business friendly by allowing more and larger signs as well as a streamlined approval process none of which compromise the aesthetic appearance of Loudoun that is important to all of us. An excellent balance has been met and the proposed changes leave plenty of room to respond to requests for signs that may use new technology. As the SBA states, signs are the most effective, yet least expensive, form of advertising for the small business. **Loudoun small businesses desperately need the relief proposed in the revisions to the ordinance and strongly recommend that they be adopted by the commission and presented to the Board of Supervisors.**

While the federal government may have announced that the recession is over, I can tell you that we are not seeing it at my place of business and neither are my small business colleagues. We need all the help we can get and as soon as possible. These proposed changes are truly a win-win for Loudoun and the small business community. The amount of time that was put forth by the committee and the zoning department to listen to the community's concerns and needs are reflected in the proposed, draft document; you are to be commended for tackling this long over-due project and for listening and responding accordingly. The enormous amount of time and effort put forth by the committee and the Zoning Department are truly appreciated. Thank you.

A32

Lohr, Amy

From: Pat Wirth [pawirth@cox.net]
Sent: Sunday, October 10, 2010 11:05 PM
To: Lohr, Amy
Subject: Proposed Changes to Sign Ordinance

Importance: High

Hi Amy,

Again, I want to thank you and Theresa for taking the time to meet with me to help me better understand the proposed changes to the sign ordinance prior to the Planning Commission's public hearing on October 6. It is very difficult ordinance to understand under the best of circumstances and inasmuch as I don't speak "Zoning" language, it is all that more challenging. As we discussed, many of the proposed changes would be beneficial to the small business community in Loudoun County including the tenants in my shopping center.

It came as a total surprise to me at the public hearing to learn during your presentation that businesses that are located within the Route 28 Tax District will be **unable** to take advantage of these proposed changes should they be ultimately approved by the Board of Supervisors! Shocked and disappointed is probably a better description since our center is within the tax district. While I understand "in general" from your explanation that this is because the tax district was created by the Commonwealth rather than the county because of the Dillon Rule, I am still somewhat confused as to why our businesses will fall under the "old" 1993 sign ordinance rather than being allowed to take advantage of the significantly improved, **business-friendly** sign ordinance once a final version is adopted.

If the Planning Commission has the legal authority to make any changes to the proposed amendments or recommendations to the Board of Supervisors so that the "final" approved ordinance will allow **all** Loudoun County businesses to have an **equal** opportunity to take advantage of these new sign regulations and improve their visibility in the community, then I strongly urge them to do so. When I traveled around the county collecting data from small businesses at Ms. Maio's request, I learned that many, many small Loudoun County businesses are still struggling from what has been dubbed "The Great Recession." It would be unfair to every business in the Route 28 Tax District to be unable to immediately take advantage of the new regulations especially when these same businesses are also paying additional taxes for the "privilege" of doing business in Loudoun County - a double hit in the pocketbook.

The county has made great strides to update the sign ordinance to be competitive with surrounding jurisdictions and business friendly to existing businesses. Because of the given situation with the Dillon Rule/Route 28 Tax District, all commercial areas in the county that are **not** within the tax district will have an unfair advantage in attracting new businesses because of the updated ordinance. If I were looking to locate a retail business in Loudoun County and had a choice to operate in an area where I could be more visible to potential customers using additional/more/bigger signage, it would be an easy decision; you can't attract customers if they can't see you. In addition, existing businesses outside the tax district, but in the same trade area as those in the tax district will also have an unfair competitive advantage to increase their visibility/business with more signage.

I respectfully request that any legal avenues available to the Zoning Department/Planning Commission/Board of Supervisors to mitigate this conundrum in which Route 28 Tax District businesses will find themselves, be considered and expeditiously acted upon.

Again, Amy, thank you for the outstanding job you have done in drafting the proposed revisions to the sign ordinance. The business community really appreciates all the time and effort the county is putting into this herculean project!

Most sincerely,

Pat Wirth

President/CEO

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ZOAM 2009-0003, SIGN REGULATIONS

Summary/Expansion of Comments made by Jeff Nein
at the 10/6/10 Planning Commission Public Hearing

1. Process

Recommend that Sign Development Plans be processed as Minor Special Exceptions in order to reduce time and costs. Perhaps differentiate between "minor" and "major" Sign Development Plans (e.g., "major" plans propose increase of 50% of allowed sign area, increase of 25% of number of allowed signs, or a new sign type) and process "major" plans as a Special Exception.

Recommend that amendments to approved Sign Development Plans (and approved Comprehensive Sign Packages) be processed as Minor Special Exceptions.

2. Tenant Signage for PD-CC(NC) and PD-CC(CC) Districts

Recommend that tenant signage for the (NC) and (CC) districts retain the existing requirement for aggregate sign area of 2 sq.ft. per linear foot of building frontage. The proposed reduction to 1 sq.ft. per linear foot of building frontage is not justified and will create sign disparities among old and new tenants in existing commercial centers that do not have an approved Comprehensive Sign Package.

3. Exterior Directories for Commercial Districts

Recommend that exterior directories also be allowed in the PD-CC(NC) district – 2 per development), and in the PD-CC(CC) districts – 4 per development, and that the maximum number of such signs be increased to 6 per development for the other large commercial and mixed-use districts. Specify that such directories may be designed for both pedestrian and vehicular use.

4. Hotel Signage

Recommend that the existing separate sign categories for Hotel, Motel and Conference Center uses be retained and that the maximum size of the entrance sign be increased to 50 sq.ft. as currently proposed.

Recommend that 1 to 3 story buildings be allowed an aggregate sign area of 150 feet with any one sign to have a maximum area of 60 sq.ft.; that 4 to 5 story buildings be allowed an aggregate sign area of 200 feet with any one sign to have a maximum area of 80 sq.ft.; and that buildings of 6 or more stories buildings be allowed an aggregate sign area of 250 feet with any one sign to have a maximum area of 100 sq.ft.

Recommend a new category for a freestanding identification sign with an area of 100 square feet and a height of 40 feet to be located along arterial or major collector roads for hotels that have frontage on, but no access to, such roads.



ATTACHMENT 7.e.

October 6, 2010

Planning Commission
County of Loudoun
1 Harrison Street, SE
Leesburg, VA 20177

RE: Public Hearing – Signage Ordinance Revisions

Dear Commissioners:

Merritt Properties is a privately held, full service real estate company who develops and manages office and industrial buildings on a long-term basis. Our 1.2 million square feet of properties throughout Loudoun County are currently home to over 70 businesses.

I would like to first mention that we, at Merritt Properties, appreciate all of the efforts of the volunteer working group and staff to initiate the sign ordinance modification process.

During our 10 years developing properties in Loudoun County, we have been frustrated with the current signage guidelines with respect to the limitations and inflexibility on types of allowable signage.

This inflexibility in the current ordinance has limited our efforts to lease office space to larger companies who wish to locate to Loudoun and have visibility. While we feel that not every business within an office building should have exterior signage, and granting that would hurt the overall esthetics of the County and our buildings, there are many cases where we have two major tenants within one building that should be able to have signage rights. Under the current guidelines, only one tenant could have a sign. This is just one example within the ordinance that, if revised, will be extremely helpful in attracting business to Loudoun.

Modifying our current ordinance is imperative if Loudoun is to stay competitive with neighboring jurisdictions and create business growth. With the glut of available space within Loudoun, Fairfax and Prince William counties, companies, like us, who are actively marketing space in Loudoun need every advantage they can get.

Therefore, Merritt Properties is in support of the proposed signage amendments to the ordinance and hope that the commission moves to have the changes adopted as quickly as possible. Thank you.

Sincerely,

A handwritten signature in black ink, appearing to read "C. Keith Wallace". The signature is stylized with a large, sweeping "C" and "W".

C. Keith Wallace
Merritt Properties, LLC

20098 Ashbrook Place, Suite 160
Ashburn, Virginia 20147

703.858.2725 f 703.858.7239

www.merrittproperties.com

A36